

# THE SYSTEMS THINKING APPROACH®

Company profile for the  
Haines Centre for Strategic  
Management Limited

Organisation details				
Company Name	The Haines Centre for Strategic Management			
Trading name	The systems thinking approach			
Address of registered office	3230 Mt Mee Rd, King scrub Qld 4521 Australia			
Principle Place of Business	3230 Mt Mee Rd, King scrub Qld 4521 Australia			
Postal Address	3230 Mt Mee Rd, King scrub Qld 4521 Australia			
ABN	60 631 884 798	ACN	631 884 798	
Year established	Founded in 1990	Registered with ASIC	2019	Active 5 years
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# Our key strengths

## 01 innovation

“leverage knowledge to  
secure traction for  
innovative solutions in the  
organisation”



## 02 vision

“champion  
new insights  
with key  
stakeholders  
to view issues  
from different  
perspectives”

## 03 integration

“engage and build  
relationships to  
create sustainable  
collaborative  
partnerships”



## 04

### facilitation

“facilitate safe  
environments for  
self-reflection and  
learning in the  
organisation”





# Our value proposition

**FOR** *practicing strategy professionals either internal or external to their client organisations*  
**WHO ARE DISSATISFIED** *with traditional approaches to strategic planning and change that are never get executed and don't get the results intended*

**OUR PRODUCT IS** *a strategic management system that achieves clarity, ensures successful transformation and delivers superior results over the long-term*

**BY PROVIDING** *the CEO, Executive Team & Board with a way to formulate strategy that has buy-in with stakeholders and supporting their stay-in during execution and organizational transformation*

**UNLIKE** *traditional strategic planning suffering from S.P.O.T.S syndrome (Strategic Plan On Top Shelf)*

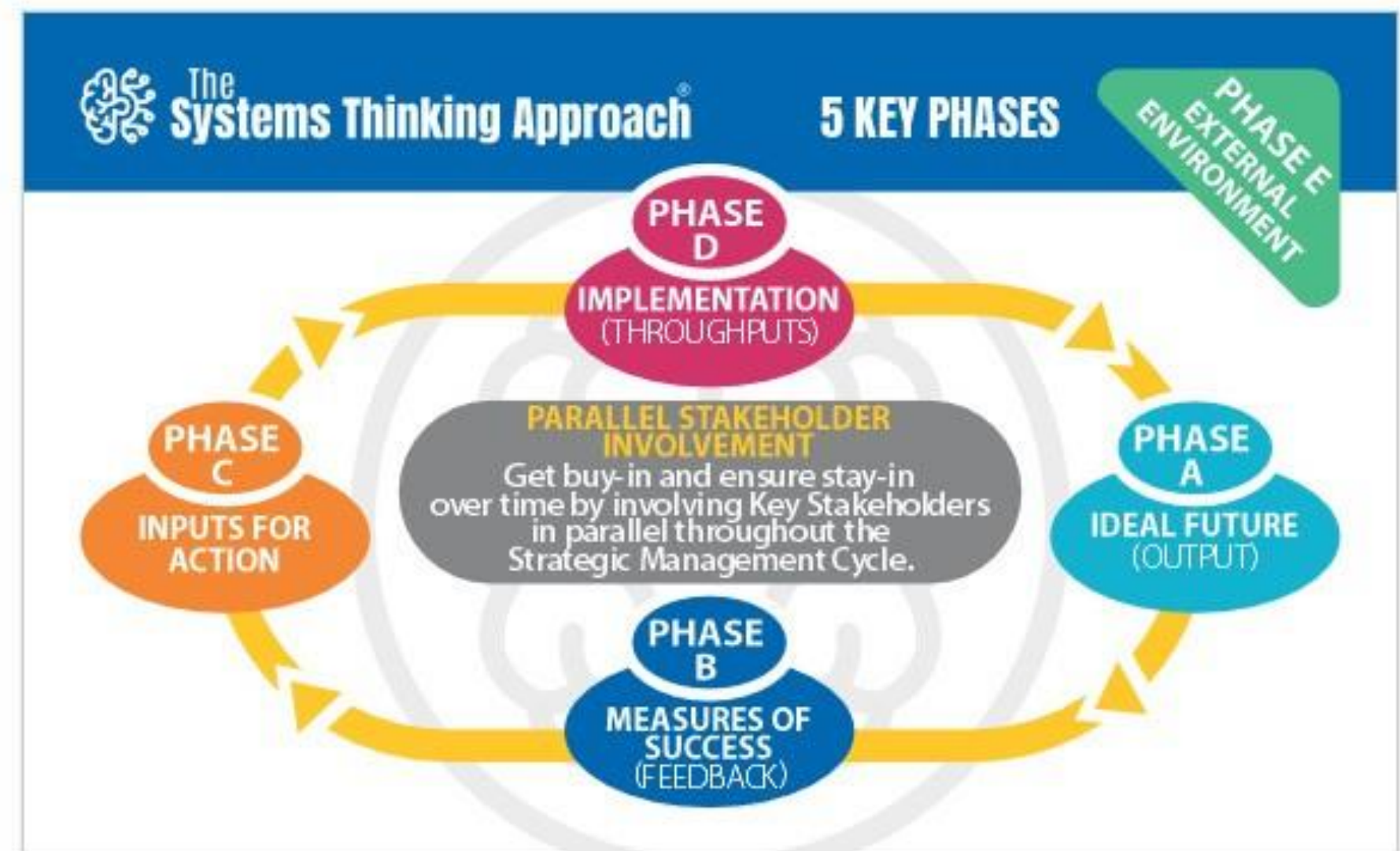
**WE HAVE ASSEMBLED** *proven consulting steps and facilitator/process/meetings management skills and supporting process and content models for facilitating change that are based on understanding of group dynamics and human behavior*

# About the systems thinking approach®

[www.tstapproach.com](http://www.tstapproach.com)

Five strategic questions within our five-phase ABCDE model:

1. **PHASE A:** Where do we want to be?
2. **PHASE B:** How will we know when we get there?
3. **PHASE C:** What are the inputs required for action?
4. **PHASE D:** How do we get there?
5. **PHASE E:** Ongoing: What will/may change in your environment in the future?





# Who can benefit from the systems thinking approach®?

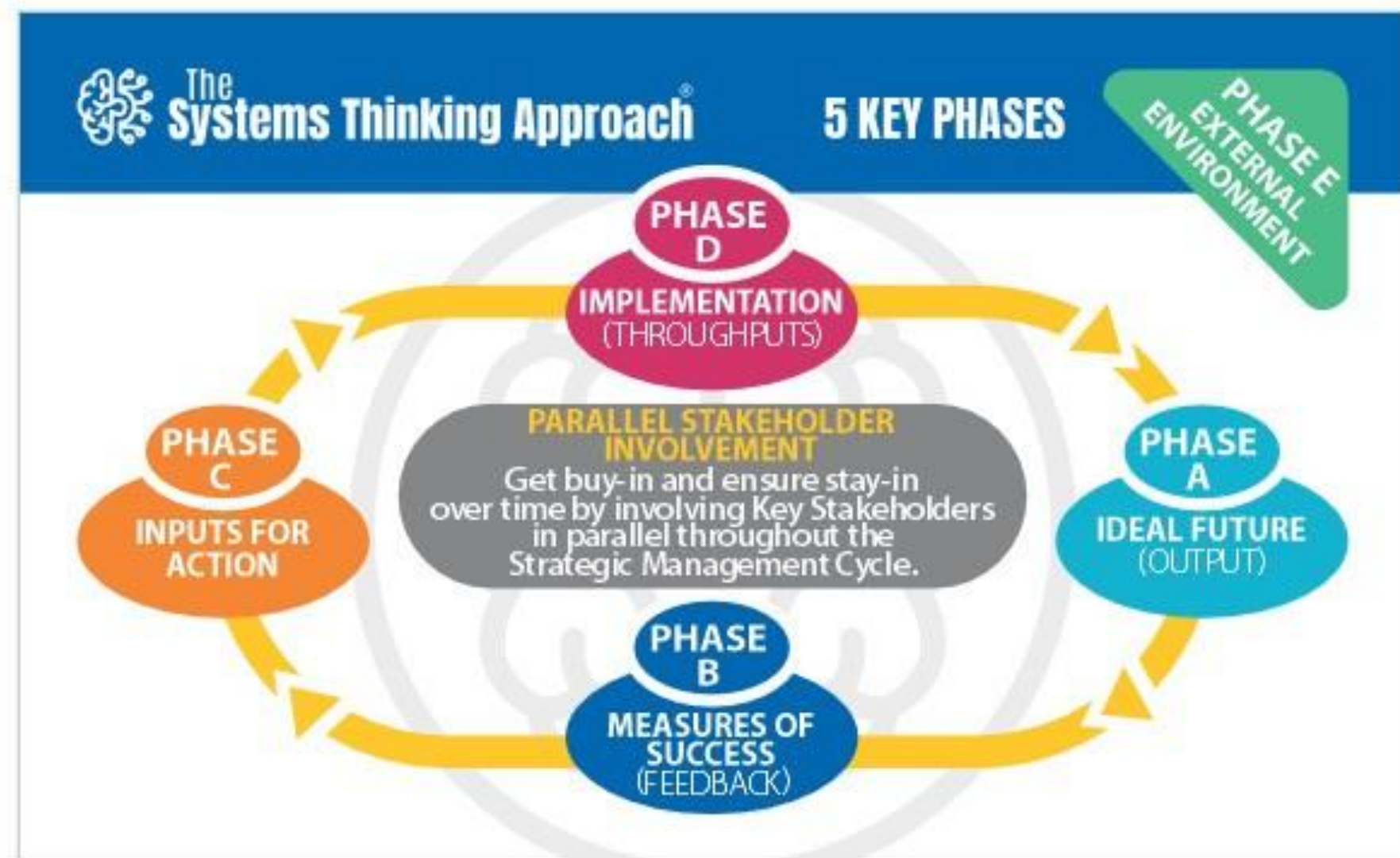
1. Individuals or groups who work to bring about social or political change.
2. People who want to change the political system may advocate for electoral reform, campaign finance reform, or changes to the structure of government to make it more responsive and accountable.
3. Those concerned about environmental issues may seek to change the economic and industrial systems that contribute to environmental degradation.
4. Individuals who work to address systemic inequalities and injustices in areas like race, gender, sexual orientation, and economic status.
5. Indigenous communities worldwide often strive to change systems that have historically marginalized and oppressed them, seeking recognition of their rights and sovereignty.
6. Community organizers who work to mobilize local communities to bring about change; improving local infrastructure, addressing public health concerns, or advocating for better education.



# About our intellectual property (IP)

[www.tstapproach.com](http://www.tstapproach.com)

- Based on trademark registration secured in USA, Canada and China we are now trading as ***the systems thinking approach®***
- It is our unique positioning in the market place that cannot be replicated by anyone else offering business training, consulting and publications unless we license them to do so.
- All Global Directors are licensed to use our IP and new members will be required to take a licence if they decide to join as members.





# Our unique people

**We are practitioners in strategic management not academics.**

Our team members have been selected by us using the following criteria. So choosing one of our people as a coach, trainer, facilitator or consultant you can be assured satisfaction because they have :

- 1. A strong business, economic, and industry orientation.**
- 2. Expertise in Strategic Management and project management.**
- 3. Excellent sense of overall organization fit, functioning, and design.**
- 4. Understanding of group dynamics and human behavior.**
- 5. Knowledge of large-scale change and transition management.**
- 6. Proven consulting steps and facilitator/process/meetings management skills.**
- 7. Strong internal sense of self, ego, and self-esteem necessary when dealing with strong senior executives.**

# Our Value

## Vision

We are globally renowned for utilising systems thinking to help our clients achieve success.

## Values

We are client centric, collaborative, we use a systems thinking mindset, have integrity in our work, and act with respect – valuing differences and professionalism.

## Mission

We work with strategic leaders to impact business results, enhance their effectiveness and achieve breakthrough innovation.

We help them to overcome these common challenges;

- **Developing strategic competencies** to excel in current and future environment,
- **Recognising and prioritising opportunities for growth,**
- **Build and lead effective teams and organisations,**
- **Work with CEO, Executive Team & Board,**
- **Build internal relationships and leverage external networks and alliances, and**
- **Developing a systems perspective of the organisation.**

# Approved course as an IASP Certified Preparation Provider

- Our IASP course content has been specifically modified to facilitate your preparation for passing your IASP SPP or SMP exams.
- It has been approved by [IASP](#) as a certified preparation workshop for their SPP and SMP exams.
- This registration does not make any guarantees that taking this course will assure certification will be earned.

Course ID #: 16786484





# Company Milestones



1990

The Centre for Strategic Management was founded by [Steve Haines](#) and two of our founding emeritus Global Partners – [Mr Jim McKinlay](#) (Canada) and [Mr Allan Bandt](#) (Australia).



2012

Steve Haines passes and the Haines Centre for Strategic Management LLC is purchased from his estate by his surviving colleagues.



2019 - 24

In 2019 the company headquarters are relocated to Australia (new entity is limited by guarantee) and has been rebranded "**the systems thinking approach**"

# Our Team



**VALERIE MACLEOD**

Chairperson & Director

Executive coach,  
trainer, facilitator and  
Consultant  
**North America**



**LEWIS ATKINSON**

Global Director

Facilitator, innovation  
professional and  
strategy consultant  
**Australia/Asia**



**KERRIN ANDERSON**

Global Director

Laywer, strategic risk  
and governance  
specialist with a  
**first nations focus**



# Our modes of service

*“Strategic management is political process with technical aspects. We can help you navigate both.”*

## Consulting

[The Systems Thinking Approach®](#) to our work is our theory of practice that we all share and commit to continually develop to better meet the needs of our clients.

## Training

Training allows you to develop your skills and competencies. Our workshops, self-paced courses, webinars and master classes are delivered by professionals in the field of systems thinking.

## Facilitation

When your team does not know quite where to start and .....needs objectivity to make hard decisions or coaching to develop strategic learning skills or expertise: content/technical or process.

## Coaching

Coaching can focus on professional development, skill enhancement, goal achievement or personal growth.



# Our lines of business

The Systems Thinking Approach® to Strategic Management

The Systems Thinking Approach® Governance and Strategic Risk Management

The Systems Thinking Approach® to Evaluation & Impact

The Systems Thinking Approach® to Life Planning

# Our lines of business

The Systems Thinking Approach® Strategic Communications

The Systems Thinking Approach® to innovation

The Systems Thinking Approach® to first nations development

Systems Thinking Press - Products and Publications

# Connect With Us!

*“we are a diverse and interesting group of international strategic consultants, facilitators, trainers and coaches – there is a place for you in our global community”*



Australia: **+61 419 240979**  
North America: **1 403 807 1788**



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**<https://www.tstapproach.com/>**



**The  
Systems Thinking Approach<sup>®</sup>**  
System Thinking for Sustained Success



**Systems  
Thinking  
Press<sup>®</sup>**

*Specialists in Systems Resources*